

IN THE CLAIMS

Please amend the claims as follows:

1. (Original) A printing method for a commercial product sales-use print comprising:
printing at least a visual image of a commercial product; and
printing commercial product information overlapping the visual image of the commercial product, which relates to the commercial product of the visual image, made up of a latent optical image that is almost invisible under visible light and becomes a visible image in a photograph of the printing.

2. (Original) The printing method for a commercial product sales-use print according to claim 1, further comprising:
forming a color image including black made up of three primary colors by three image forming units which form respective mono color images of each of the three primary colors by using a common printing apparatus comprising four image forming units for respectively forming four kinds of mono color images of three subtractive primary color inks and a black ink; and
printing said latent optical image with an ink for printing a latent optical image that is invisible under visible light and becomes a visible image in a photograph using an image forming unit for forming a mono color image by the black ink.

3. (Original) A printing method for a commercial product sales-use print comprising:
printing at least a visual image of a commercial product; and
printing a code for indicating commercial product information relating to the commercial product of the visible image by being embedded so as to be mixed with the pixels of the visible image of the commercial product.

4. (Original) The printing method for a commercial product sales-use print according to claim 3, wherein

said code for indicating said commercial product information is either a bar code or a two-dimensional code.

5. (Currently amended) The printing method for a commercial product sales-use print according to claim 1 claims 1 or 3, wherein

said commercial product information is the one including either or the entirety of the URL (uniform resource locator), advertisement name, advertisement date, or product code of the sales entity of said commercial product.

6. (Original) A commercial product sales-use print, printing comprising:
at least a visible image of a commercial product; and
a commercial product information, which relates to the commercial product of the visible image, made up of a latent optical image that is almost invisible under visible light and becomes a visible image in a photograph of the print, per image section of the print according to a category of the commercial product.

7. (Original) The commercial product sales-use print according to claim 6, wherein
said commercial product information by said latent optical image includes either or the entirety of the URL (uniform resource locator), advertisement name, advertisement date, or product code of the sales entity of said commercial product.

8. (Currently amended) The commercial product sales-use print according to claim 6 claims 6 or 7, wherein
said latent optical image is printed by overlapping with a visible image of said commercial product.

9. (Currently amended) The commercial product sales-use print according to claim 6 claims 6 or 7, wherein
said latent optical image is printed by overlapping with a visible printing of a price

display which is printed together with said commercial product.

10. (Currently amended) The commercial product sales-use print according to claim 6 claims 6 or 7, wherein

said latent optical image is printed in an unprinted part within one image section.

11. (Original) The commercial product sales-use print according to claim 10, wherein
said unprinted part is the one adjacent to a visible printing of a size display which is
printed with said commercial product.

12. (Original) A commercial product sales-use print, printing comprising:
at least a visible image of a commercial product; and
a code for indicating commercial product information relating to the commercial product
of the visible image by being embedded so as to be mixed with the pixels of the visible image of
the commercial product, per image section, the number of which is according to that of
categories of commercial products.

13. (Original) The commercial product sales-use print according to claim 12, wherein
said code indicating said commercial product information is a bar code or a two-
dimensional code.

14. (Currently amended) The commercial product sales-use print according to claim 12 claims 12 or 13, wherein
said commercial product information is the one including either or the entirety of the
URL (uniform resource locator), advertisement name, advertisement date, or product code of the
sales entity of said commercial product.

15. (Currently amended) A commercial product sales system, comprising the procedures of:
photographing said image section which prints said desired commercial product that is

contained by ~~either one~~ of said commercial product-use prints according to claim 6 ~~claims 6 through 14~~;

placing an order of the photographed commercial product by converting the photographed image data into an electric signal and transmitting it by way of a predetermined telecommunication network; and

establishing the order by transmitting a response to image information of a prescribed format which is transmitted corresponding to the order of the commercial product by way of the telecommunication network.

16. (Original) The commercial product sales system according to claim 15, wherein said response to image information of said prescribed format includes at least the name, street address and telephone number of a party sending the response.

17. (Currently amended) The commercial product sales system according to claim 15 ~~claims 15 or 16~~, wherein

said photographing of said image section is carried out by a cellular phone equipped with a camera, a personal digital assistance (PDA) equipped with a camera and telecommunication function, or a digital camera; and

said transmission is carried out by a cellular phone equipped with a camera, a personal digital assistance (PDA) equipped with a camera, or a personal computer, comprising a telecommunication function, on which the image data is loaded from a digital camera.

18. (Currently amended) A commercial product sales system comprising a server connected to a predetermined telecommunication network, wherein the server;

receives an electric signal transmitted by way of the telecommunication network as a result of converting image data, into the electric signal, through photographing said image section which prints said desired commercial product that is contained by either of said commercial product-use prints according to claim 6 ~~claims 6 through 14~~;

receives an order of a specified commercial product by specifying the commercial product

in the photographed image section based on commercial product information contained by imaged data by processing the imaged data obtained from the received electric signal;

transmits image information of a prescribed format to a party transmitting the electric signal by way of the telecommunication network;

confirms that data responded by the transmitting party based on the transmitted image information by the prescribed format is the data correctly corresponding to the prescribed format; and

carries out the processing of a delivery instruction of the commercial product to the transmitting party and of charging the price of the commercial product based on the confirmed data.

19. (Currently amended) The commercial product sales system according to claim 15 claims 15 or 18, wherein

commercial product-use prints according to claim 6 claims 6 through 14 are distributed to unspecified number of consumers or the ones wanting to be distributed.